Note for Turner, Jonathan

From: Sakach, Joe (MS)

Date: Mon, Aug 29, 1994 2:13 PM

Subject: RE: To do list from 8/25/94 MRCA meeting

To: Turner, Jonathan

The expected completion dates are:

1. Average Prices - Aug. 29
   Break out Deal vs Non-Deal (not included in your list) - Aug 30
2. a) Aug 29 (sent overnight to you)
   b) Done for Marlboro buyers
      Discount buyers - Aug 30
3. Sep 2
4. Aug 31
5. Aug 31

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From: Turner, Jonathan on Fri, Aug 26, 1994 11:51 AM
Subject: FW: To do list from 8/25/94 MRCA meeting
To: Sakach, Joe (MS)
Cc: Alleyne-Chin, Trish; Whalen, Roy

Joe

Could you put together a timeline on the below requests, as well as the disaggregate level files and the low loyal database we discussed.
I will get the Nielsen pricing environment down to you as soon as I get it.

thanks

Jon

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From: Alleyne-Chin, Trish on Fri, Aug 26, 1994 10:11 AM
Subject: To do list from 8/25/94 MRCA meeting
To: Turner, Jonathan

Jon: these are my notes from yesterday's meeting. Please add anything I have forgotten. Check #2b for accuracy.

1. MICHIGAN - mean price and median price of shifted volume

2. NON-LOYAL TRANSACTIONS - produce mean and median prices
a) produce transactions print out of 53 Marlboro loyal buyers than made discount purchases
b) Do distribution of non-loyal transactions
- For Marlboro buyers - gross price paid on Marlboro transactions and Net price paid on Discount transactions, absolute gap and % gap
- For Discount buyers - Deal and non-deal transactions and look at net price, absolute gap and % gap

3. Brand Equity Tracking by SDI Development- Split country into 3 buckets based on Marlboro and Discount 6MM Shipment SDI - do 4-week, 8-week and 16-week statics

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Source: https://www.industrydocuments.ucsf.edu/docs/xjgj0004